

The National
CITIZEN SURVEY™

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**Report of Subgroup Comparisons for
the City of Scottsdale, Arizona**



Submitted by:

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January 2005

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically reweighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Scottsdale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Scottsdale staff also determined local

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interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Scottsdale chose was to have crosstabulations of evaluative questions 1-15 by the following questions: geographic location within the City of Scottsdale (question 16a), number of years living in Scottsdale (question 19), household income (question 27), age (question 30), gender (question 31), and level of education (question 26).

UNDERSTANDING THE RESULTS

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix I of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

There were two exceptions to the removal of “don’t know” responses. For items related to crime victimization and crime reporting, “don’t know” responses were not removed. In addition, the “don’t know” responses were not removed from the policy questions.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

Understanding the Tables

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents’ perceptions about the economy.

Anova and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

C OMPARISONS

Figure 1a: Quality of Life Ratings

	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Scottsdale as a place to live	80	84	86	81	82	85	83	85	76	82	83	87
Neighborhood as a place to live	67	84	85	76	77	80	83	74	66	74	77	86
Scottsdale as a place to raise children	66	72	74	71	68	71	70	72	62	72	69	74
Scottsdale as a place to retire	71	77	81	77	79	76	74	77	70	77	73	82
Overall quality of life in Scottsdale	73	80	82	80	76	80	78	78	71	77	77	83
Average Rating on a 100-point Scale (0=poor, 100=excellent)												

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Figure 1b: Quality of Life Ratings															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Scottsdale as a place to live	74	83	81	84	84	86	85	83	83	82	80	81	86	84	84
Neighborhood as a place to live	66	74	78	80	79	83	82	78	78	66	79	71	76	80	81
Scottsdale as a place to raise children	61	73	68	70	70	73	72	72	69	75	73	64	75	71	71
Scottsdale as a place to retire	68	77	74	74	78	81	83	78	75	78	74	72	80	80	77
Overall quality of life in Scottsdale	73	79	75	79	80	81	79	79	77	71	78	75	77	80	80
Average Rating on a 100-point Scale (0=poor, 100=excellent)															

Figure 2a: Characteristics of the Community												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Sense of community	51	51	56	54	51	52	53	55	54	55	52	53
Overall appearance of Scottsdale	71	80	79	82	79	75	75	71	71	75	77	78
Opportunities to attend cultural activities	68	66	68	66	64	68	67	72	63	70	66	68
Shopping opportunities	84	90	88	87	86	91	85	85	84	84	87	89
Recreational opportunities	69	74	73	71	71	73	74	72	71	71	69	75
Job opportunities	49	54	52	54	47	54	54	48	44	48	52	56
Ease of car travel	50	49	47	55	51	50	48	42	49	48	50	49
Ease of bus travel	36	21	25	41	27	28	26	32	45	34	24	22
Ease of bicycle travel	57	54	49	60	52	49	58	54	54	57	57	52
Ease of walking	61	63	58	63	58	61	61	61	59	64	60	59
Average Rating on a 100-point Scale (0=poor, 100=excellent)												

Figure 2b: Characteristics of the Community															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Sense of community	43	50	50	52	52	64	64	55	50	62	59	52	59	52	52
Overall appearance of Scottsdale	78	77	74	76	74	78	77	78	74	78	74	73	77	78	77
Opportunities to attend cultural activities	60	60	58	70	75	77	77	68	66	72	69	69	65	66	67
Shopping opportunities	91	87	86	85	87	88	85	87	87	90	81	83	87	91	86
Recreational opportunities	65	68	71	73	73	80	76	72	72	80	67	69	66	76	72
Job opportunities	58	53	47	51	51	52	52	51	52	60	46	49	54	53	51
Ease of car travel	54	52	50	45	47	51	51	49	49	51	53	45	47	52	48
Ease of bus travel	36	23	30	25	30	35	41	32	28	57	46	29	33	26	26
Ease of bicycle travel	52	58	52	53	53	59	52	56	53	59	60	49	60	58	51
Ease of walking	50	61	54	59	63	69	69	62	59	68	67	58	65	63	57
Average Rating on a 100-point Scale (0=poor, 100=excellent)															

Figure 3a: Ratings of Growth												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Population growth	24%	19%	23%	33%	35%	23%	13%	13%	17%	26%	21%	26%
Retail growth (stores, restaurants etc.)	51%	45%	47%	63%	53%	50%	43%	35%	44%	49%	47%	50%
Jobs growth	42%	38%	39%	45%	38%	42%	43%	35%	39%	43%	34%	48%
<i>Proportion of Respondents Rating as "About Right"</i>												

Figure 3b: Ratings of Growth															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Population growth	27%	30%	26%	20%	18%	20%	15%	22%	24%	23%	25%	18%	33%	21%	26%
Retail growth (stores, restaurants etc.)	59%	63%	45%	41%	38%	49%	46%	47%	49%	60%	52%	37%	66%	52%	43%
Jobs growth	61%	36%	33%	43%	39%	51%	42%	36%	45%	69%	45%	41%	42%	44%	32%
<i>Proportion of Respondents Rating as "About Right"</i>															

Figure 3c: Ratings of Growth													
		In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
		South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Population growth	too slow	2%	0%	0%	1%	2%	0%	0%	0%	0%	1%	0%	1%
	right amount	24%	19%	23%	33%	35%	23%	13%	13%	17%	26%	21%	26%
	too fast	74%	81%	77%	66%	63%	77%	87%	87%	83%	74%	79%	73%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retail growth (stores, restaurants etc.)	too slow	13%	3%	4%	8%	9%	3%	6%	10%	13%	12%	6%	5%
	right amount	51%	45%	47%	63%	53%	50%	43%	35%	44%	49%	47%	50%
	too fast	36%	52%	48%	29%	38%	47%	52%	55%	42%	39%	47%	45%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jobs growth	too slow	58%	58%	55%	53%	58%	57%	49%	62%	61%	55%	62%	49%
	right amount	42%	38%	39%	45%	38%	42%	43%	35%	39%	43%	34%	48%
	too fast	1%	4%	6%	2%	3%	1%	8%	2%	0%	2%	4%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know responses have been removed													

Figure 3d: Ratings of Growth																
		In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Population growth	too slow	0%	2%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	right amount	27%	30%	26%	20%	18%	20%	15%	22%	24%	23%	25%	18%	33%	21%	26%
	too fast	73%	69%	74%	80%	82%	79%	85%	78%	75%	77%	75%	82%	67%	79%	73%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retail growth (stores, restaurants etc.)	too slow	16%	10%	9%	3%	6%	4%	7%	8%	6%	6%	16%	11%	3%	5%	5%
	right amount	59%	63%	45%	41%	38%	49%	46%	47%	49%	60%	52%	37%	66%	52%	43%
	too fast	24%	28%	46%	56%	56%	48%	47%	45%	45%	34%	32%	51%	31%	43%	52%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jobs growth	too slow	35%	64%	62%	54%	58%	42%	53%	61%	51%	31%	53%	56%	58%	53%	62%
	right amount	61%	36%	33%	43%	39%	51%	42%	36%	45%	69%	45%	41%	42%	44%	32%
	too fast	4%	0%	4%	3%	4%	8%	5%	3%	4%	0%	2%	3%	0%	3%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know responses have been removed																

Figure 4a: Ratings of Potential Problems in Scottsdale												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Crime	50	55	58	64	61	54	51	47	45	56	54	59
Drugs	46	48	47	56	55	48	40	39	37	51	46	50
Too much growth	41	32	39	55	47	37	28	27	36	39	38	41
Lack of growth	85	94	94	94	91	92	90	88	80	90	92	93
Noise	64	66	66	76	67	67	59	62	61	69	66	67
Run down buildings, weed lots, or junk vehicles	60	74	76	79	73	71	68	60	63	68	70	73
Taxes	52	55	57	57	60	59	51	47	38	51	57	62
Traffic congestion	36	28	29	40	38	32	26	24	29	32	35	30
Unsupervised youth	59	58	64	76	68	59	54	49	53	59	63	65
Average Rating on a 100-point Scale (0=major problem, 100=not a problem)												

Figure 4b: Ratings of Potential Problems in Scottsdale															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Crime	64	64	58	55	48	48	41	52	58	51	51	49	55	59	55
Drugs	48	57	52	48	36	40	32	43	51	32	41	39	51	50	51
Too much growth	60	56	37	29	31	29	29	37	38	39	38	35	50	38	37
Lack of growth	89	92	92	94	91	89	82	90	91	83	84	87	91	94	92
Noise	75	77	61	63	60	63	65	66	66	56	70	63	77	68	62
Run down buildings, weed lots, or junk vehicles	76	77	69	68	64	68	66	70	69	57	69	67	73	73	68
Taxes	66	62	54	56	51	50	46	55	55	38	46	51	53	59	57
Traffic congestion	41	42	32	25	28	29	27	32	32	35	34	29	37	32	31
Unsupervised youth	79	69	63	59	51	54	45	57	64	30	52	53	62	66	63
Average Rating on a 100-point Scale (0=major problem, 100=not a problem)															

Figure 5a: Ratings of Safety from Various Problems												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Violent crime	69	78	79	78	77	79	74	69	63	73	76	81
Property crimes	59	66	66	67	62	66	61	61	58	63	63	66
Fire	77	79	79	77	77	80	77	78	72	77	78	80
Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)												

Figure 5b: Ratings of Safety from Various Problems															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Violent crime	74	79	78	75	74	72	70	73	78	46	72	70	76	78	78
Property crimes	64	64	64	64	62	60	65	62	64	45	66	60	61	63	67
Fire	82	77	77	75	79	81	82	76	80	61	80	78	81	76	80
Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)															

Figure 6a: Ratings of Feelings of Safety in Various Areas												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
In your neighborhood during the day	89	94	95	94	92	95	92	90	84	92	93	95
In your neighborhood after dark	68	82	84	77	79	80	78	73	63	74	76	84
In Scottsdale's downtown area during the day	90	91	88	92	89	91	88	89	84	91	91	89
In Scottsdale's downtown area after dark	67	69	70	69	68	71	68	67	57	69	70	72
In Scottsdale's parks during the day	87	89	88	93	87	89	88	85	78	88	90	89
In Scottsdale's parks after dark	51	58	59	60	59	54	56	49	41	55	57	59
Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)												

Figure 6b: Ratings of Feelings of Safety in Various Areas															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
In your neighborhood during the day	96	94	91	90	93	94	93	92	93	91	90	90	92	95	93
In your neighborhood after dark	72	75	80	76	78	77	80	74	80	74	75	72	83	80	78
In Scottsdale's downtown area during the day	93	91	89	90	91	89	85	89	90	77	89	90	90	90	90
In Scottsdale's downtown area after dark	67	70	72	69	67	67	63	66	71	55	66	67	70	70	69
In Scottsdale's parks during the day	93	91	87	87	87	86	84	87	89	75	82	87	91	89	89
In Scottsdale's parks after dark	60	62	58	55	49	47	52	49	62	44	55	51	56	58	56
Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)															

Figure 7a: Crime Victimization and Reporting												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
During the past twelve months, were you or anyone in your household the victim of any crime?	20%	8%	10%	11%	21%	11%	13%	9%	16%	16%	13%	12%
If yes, was this crime (these crimes) reported to the police?	76%	54%	77%	64%	63%	83%	82%	77%	93%	68%	75%	68%
Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime												

Figure 7b: Crime Victimization and Reporting															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
During the past twelve months, were you or anyone in your household the victim of any crime?	13%	22%	16%	11%	13%	5%	3%	12%	14%	39%	4%	12%	20%	13%	13%
If yes, was this crime (these crimes) reported to the police?	100%	61%	75%	79%	78%	88%	70%	80%	64%	100%	77%	66%	77%	72%	72%
Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime															

Figure 8a: Use of Community Amenities												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Used Scottsdale public libraries or their services	74%	76%	71%	61%	71%	76%	80%	79%	70%	73%	77%	71%
Used Scottsdale recreation centers	67%	60%	56%	59%	60%	59%	62%	63%	48%	61%	67%	57%
Participated in a recreation program or activity	47%	41%	39%	42%	38%	48%	45%	39%	32%	37%	46%	45%
Visited a Scottsdale park	89%	86%	85%	84%	90%	87%	87%	84%	82%	82%	91%	88%
Ridden a local bus within Scottsdale	18%	8%	5%	11%	12%	10%	15%	7%	22%	10%	13%	6%
Attended a meeting of local elected officials or other local public meeting	24%	21%	26%	8%	22%	31%	27%	26%	19%	14%	24%	29%
Watched a meeting of local elected officials or other local public meeting on cable television	45%	48%	50%	32%	47%	47%	56%	49%	40%	37%	52%	51%
Recycled used paper, cans or bottles from your home	73%	81%	83%	62%	75%	84%	88%	83%	66%	62%	82%	91%
Volunteered your time to some group/activity in Scottsdale	38%	42%	42%	27%	39%	45%	46%	44%	37%	31%	44%	45%

Report of Subgroup Comparisons

Figure 8a: Use of Community Amenities												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Read City of Scottsdale Newsletter	67%	77%	76%	53%	71%	79%	80%	78%	62%	68%	77%	76%
Used the Internet for anything	82%	90%	92%	92%	92%	93%	83%	79%	69%	78%	93%	97%
Used the Internet to conduct business with Scottsdale	38%	57%	51%	53%	54%	56%	47%	30%	32%	33%	50%	65%
Purchased an item over the Internet	63%	76%	82%	75%	82%	78%	70%	59%	46%	56%	79%	91%
<i>Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months</i>												

Figure 8b: Use of Community Amenities															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Used Scottsdale public libraries or their services	43%	72%	80%	81%	68%	73%	73%	76%	71%	52%	64%	71%	82%	72%	79%
Used Scottsdale recreation centers	56%	66%	64%	62%	56%	57%	52%	57%	64%	69%	44%	58%	60%	60%	70%
Participated in a recreation program or activity	31%	39%	55%	45%	38%	38%	37%	43%	41%	47%	32%	40%	48%	37%	53%
Visited a Scottsdale park	93%	90%	90%	91%	82%	84%	68%	84%	89%	85%	81%	81%	83%	90%	89%
Ridden a local bus within Scottsdale	30%	5%	10%	15%	9%	8%	15%	11%	11%	24%	21%	10%	9%	8%	11%
Attended a meeting of local elected officials or other local public meeting	6%	11%	24%	30%	31%	29%	24%	19%	28%	22%	18%	22%	14%	20%	31%
Watched a	23%	35%	45%	51%	56%	52%	59%	42%	51%	47%	46%	52%	47%	42%	48%

Report of Subgroup Comparisons

Figure 8b: Use of Community Amenities															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
meeting of local elected officials or other local public meeting on cable television															
Recycled used paper, cans or bottles from your home	63%	62%	89%	82%	85%	88%	75%	77%	81%	65%	59%	82%	70%	78%	85%
Volunteered your time to some group/activity in Scottsdale	33%	31%	46%	48%	42%	38%	41%	41%	40%	34%	37%	35%	36%	37%	52%
Read City of Scottsdale Newsletter	43%	55%	77%	80%	82%	83%	79%	71%	75%	46%	67%	70%	75%	69%	81%
Used the Internet for anything	97%	98%	96%	95%	88%	70%	48%	84%	91%	60%	68%	80%	90%	94%	94%
Used the Internet to conduct business with Scottsdale	53%	60%	64%	55%	40%	27%	7%	44%	51%	11%	22%	41%	40%	56%	54%
Purchased	79%	86%	86%	88%	72%	44%	20%	69%	77%	34%	37%	63%	79%	82%	82%

Report of Subgroup Comparisons

Figure 8b: Use of Community Amenities															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
an item over the Internet															
Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months															

Figure 9a: Quality of Service Ratings												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Police services	70	70	73	72	66	73	71	73	67	74	69	72
Fire services	76	78	77	77	75	78	78	78	77	78	75	77
Ambulance/emergency medical services	78	78	75	78	73	79	77	78	81	78	75	77
Traffic enforcement	57	57	56	62	57	53	56	58	55	60	55	56
Garbage collection	73	78	81	74	73	78	83	79	71	75	76	81
Recycling	65	76	75	60	68	76	79	75	59	64	72	80
Yard waste pick-up	64	71	74	68	67	69	73	67	60	67	69	72
Street repair	54	58	57	56	56	58	56	54	52	58	55	57
Street cleaning	61	67	65	66	64	66	64	62	56	69	65	64
Sidewalk maintenance	57	64	64	69	62	64	59	57	54	64	62	63

Figure 9a: Quality of Service Ratings												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Traffic signal timing	48	48	50	52	52	47	47	49	45	54	48	50
Amount of public parking	46	51	52	48	54	47	52	48	48	47	50	53
Bus/transit services	41	35	37	49	37	35	37	41	47	41	33	37
Storm drainage	49	48	51	51	48	52	50	48	43	52	48	51
Drinking water	35	39	41	32	39	39	39	41	31	36	37	44
City parks	75	75	72	77	71	74	74	76	65	76	76	73
Recreation programs or classes	70	71	71	75	64	71	72	73	63	72	70	72
Appearance/maintenance of parks	74	75	74	79	69	76	74	75	67	75	76	73
Land use, planning and zoning	46	47	50	60	46	50	46	42	43	50	47	51
Code enforcement (weeds, abandoned buildings, etc)	48	55	58	68	53	52	52	47	46	54	54	56
Animal control	58	65	63	73	60	62	62	57	54	64	63	64
Economic development	55	61	59	69	55	60	57	51	48	59	57	61
Services to seniors	61	67	67	77	60	66	64	62	56	68	64	68
Services to youth	56	61	60	68	53	56	61	57	55	60	56	63
Public library services	79	76	75	80	69	78	79	78	74	80	79	73
Public information services	63	64	66	68	62	66	67	62	62	63	66	65
Average Rating on a 100-Point Scale (0=poor, 100=excellent)												

Figure 9b: Quality of Service Ratings															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Police services	58	71	68	71	71	75	80	72	70	54	76	72	69	72	68
Fire services	74	78	73	73	78	81	84	78	76	72	77	78	79	77	75
Ambulance/emergency medical services	74	78	73	74	76	81	86	79	76	75	80	79	71	77	76
Traffic enforcement	55	63	55	52	52	61	63	57	56	57	65	56	55	58	54
Garbage collection	62	73	77	79	79	83	82	77	78	69	77	78	76	76	79
Recycling	54	69	72	72	75	76	76	68	75	61	66	68	70	73	75
Yard waste pick-up	56	63	70	68	72	73	74	70	67	58	74	66	74	68	70
Street repair	53	55	53	54	58	61	62	56	56	34	59	57	58	56	55
Street cleaning	59	67	59	65	63	65	70	65	63	49	67	63	67	65	63
Sidewalk maintenance	59	66	55	63	63	59	66	62	61	43	67	60	65	63	59
Traffic signal timing	52	52	44	49	49	47	60	51	48	49	57	47	50	50	47
Amount of public parking	41	48	49	52	49	57	55	51	49	42	54	46	47	50	53
Bus/transit services	57	37	34	36	37	40	51	38	41	42	50	37	55	40	31
Storm drainage	46	53	49	50	47	50	50	47	53	33	56	48	48	51	47
Drinking water	37	32	39	39	39	41	47	35	42	29	38	37	30	37	42
City parks	72	76	71	75	75	76	72	75	74	79	74	70	75	77	74
Recreation programs or classes	56	71	68	72	74	72	74	73	68	82	73	68	74	71	71
Appearance/maintenance of parks	75	76	71	76	73	73	75	75	73	77	76	74	72	75	74
Land use, planning and zoning	61	56	45	44	44	46	49	50	47	33	48	46	44	51	48
Code enforcement (weeds, abandoned	59	60	48	52	51	52	54	55	52	40	56	53	52	56	50

Report of Subgroup Comparisons

Figure 9b: Quality of Service Ratings															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
buildings, etc)															
Animal control	64	69	57	64	60	60	58	63	61	49	59	63	57	63	62
Economic development	67	65	56	54	55	59	57	60	56	52	58	54	56	63	56
Services to seniors	59	70	62	65	60	67	69	66	63	61	67	65	61	66	64
Services to youth	49	66	55	56	56	62	62	61	56	77	59	58	57	59	58
Public library services	80	73	73	78	75	83	85	79	75	73	76	79	80	76	76
Public information services	62	64	63	64	63	69	70	67	63	73	69	64	60	66	63
Average Rating on a 100-Point Scale (0=poor, 100=excellent)															

Figure 10a: Ratings of Various Levels of Government												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Overall, how would you rate the quality of the services provided by the City of Scottsdale?	68	73	73	74	68	74	71	71	62	72	72	73
Overall, how would you rate the quality of the services provided by the Federal Government?	49	46	46	46	45	49	48	48	43	51	47	47
Overall, how would you rate the quality of the services provided by the State Government?	50	49	48	52	47	49	51	50	46	56	48	49
Average Rating on a 100-point Scale (0=poor, 100=excellent)												

Figure 10b: Ratings of Various Levels of Government															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Overall, how would you rate the quality of the services provided by the City of Scottsdale?	64	73	67	72	72	75	74	72	71	68	69	70	71	74	69
Overall, how would you rate the quality of the services provided by the Federal Government?	49	46	46	45	44	51	59	50	44	51	47	49	51	47	44
Overall, how would you rate the quality of the services provided by the State Government?	52	47	48	49	48	52	58	52	47	52	54	51	50	50	46
Average Rating on a 100-point Scale (0=poor, 100=excellent)															

Figure 11a: Proportion of Population Having Contact with City Employees												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?	56%	47%	55%	44%	54%	54%	55%	58%	54%	44%	52%	62%
Percent of Respondents Who Reported Contact with a City Employee in the Last 12 Months												

Figure 11b: Proportion of Population Having Contact with City Employees															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months?	33%	53%	61%	66%	56%	39%	35%	51%	56%	39%	44%	51%	63%	50%	61%
Percent of Respondents Who Reported Contact with a City Employee in the Last 12 Months															

Figure 12a: Ratings of Contact with City Employees												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
Knowledge	75	69	76	78	71	73	76	74	77	73	72	74
Responsiveness	67	65	73	78	63	70	73	67	73	65	67	70
Courtesy	74	70	79	78	70	77	78	75	80	71	75	76
Overall Impression	70	64	76	76	66	72	75	68	73	66	69	72
Average Rating on a 100-point Scale (0=poor, 100=excellent)												

Figure 12b: Ratings of Contact with City Employees															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
Knowledge	66	74	74	72	70	81	85	75	73	65	75	74	70	77	72
Responsiveness	60	66	72	65	68	76	81	73	65	61	71	69	61	71	69
Courtesy	70	73	76	76	72	82	83	77	73	62	77	75	72	76	75
Overall Impression	63	68	71	69	69	79	81	74	67	65	74	72	65	72	70
Average Rating on a 100-point Scale (0=poor, 100=excellent)															

Figure 13a: Ratings of Public Trust												
	In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
	South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
I receive good value for the City of Scottsdale taxes I pay	69	75	73	71	72	78	72	71	63	71	73	77
I am pleased with the overall direction that the City of Scottsdale is taking	66	65	68	76	70	69	64	58	63	68	65	71
The City of Scottsdale government welcomes citizen involvement	65	67	70	71	69	68	70	62	64	69	66	70
The City of Scottsdale government listens to citizens	55	59	61	65	60	61	60	52	57	60	56	63
Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree)												

Figure 13b: Ratings of Public Trust															
	In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
I receive good value for the City of Scottsdale taxes I pay	63	74	70	72	73	76	78	73	73	70	72	71	66	74	74
I am pleased with the overall direction that the City of Scottsdale is taking	72	73	63	64	63	69	69	68	66	71	70	65	63	70	65
The City of Scottsdale government welcomes citizen involvement	65	69	62	68	66	72	75	70	66	69	67	67	64	70	66
The City of Scottsdale government listens to citizens	61	62	53	57	55	65	64	61	57	65	61	56	62	62	56
Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree)															

Figure 14b: Perceptions of Economy													
		In which area of Scottsdale do you live?			How many years have you lived in Scottsdale?					How much do you anticipate your household's total income before taxes will be for the current year?			
		South of Indian Bend Road	North of Indian Bend Road and south or west of the CAP Canal	North or east of the CAP Canal	less than 2 years	2-5 years	6-10 years	11-20 years	more than 20 years	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	very positive	7%	12%	8%	9%	10%	12%	6%	7%	9%	7%	5%	15%
	somewhat positive	26%	29%	33%	38%	26%	31%	30%	25%	20%	29%	31%	32%
	neutral	45%	40%	42%	35%	45%	39%	44%	47%	40%	43%	42%	41%
	somewhat negative	20%	18%	14%	17%	18%	17%	16%	19%	24%	19%	20%	12%
	very negative	2%	1%	2%	2%	2%	1%	3%	2%	6%	3%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Figure 14b: Perceptions of Economy																
		In which category is your age?							What is your gender?		What is the highest degree or level of school you have completed?					
		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Female	Male	12th Grade or less, no diploma	high school diploma	some college, no degree	associate's degree (e.g. AA, AS)	bachelor's degree (e.g. BA, AB, BS)	graduate degree or professional degree
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	very positive	6%	13%	8%	11%	6%	8%	3%	8%	10%	fg	0%	8%	17%	12%	7%
	somewhat positive	39%	34%	34%	27%	28%	20%	26%	26%	34%	43%	31%	23%	27%	33%	30%
	neutral	38%	39%	38%	40%	45%	52%	49%	47%	38%	29%	51%	47%	42%	40%	39%
	somewhat negative	16%	14%	17%	19%	18%	16%	21%	17%	17%	11%	13%	19%	11%	14%	23%
	very negative	0%	0%	2%	3%	3%	3%	1%	2%	1%	0%	5%	4%	3%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%